

ANALYSIS OF SERVICE MANAGEMENT QUALITY TO COMMUNITY SATISFACTION IN PROVINCIAL FISHERY LABORATORY OF SURABAYA

Suprastiwi

ABSTRACT

The aim of this study was to know the satisfaction of clients to Provincial Fishery Laboratory of Surabaya. This research conduct at the Provincial Fishery Laboratory of Surabaya service management. The design of this study was observational and research design was descriptive with quantitative methods. Sampling selected use incidental sampling. Criteria of the sample is fishery plant/goverment/individual who visit Unit Pelaksana Teknis Pengendalian dan Pengujian Mutu Hasil Perikanan to check their fishery product. Total sample selected was 40 persons. The instruments in this study was questionnaire with likert scale and primary data collected from respondents using the instruments of research and interviews. The analyze of research data used Importance Performance Analysis (IPA) and Spider Web. The result of this research showed the dimension of service management that satisfy are tangible, realiability, assurance and emphaty. Only one dimension that bring unsatisfaction to community, that is responsiveness. Based on research, Unit Pelaksana Teknis Pengendalian dan Pengujian Mutu Hasil Perikanan Surabaya recommended to improve service management with provide availability of excellent information, socialization information to loyal customer, maintenance online service, availability waiting room, availability parking area, employee competence training and motivation workshop.

Keywords : Testing laboratory, services management, client satisfaction